

# YOUR BUSINESS' BRAND BRIEF

WHAT IT IS & WHY YOU NEED IT

Developing your brand brief will help you articulate your business and what you have to offer. It is a written piece that you can use for direction, collaboration with your team, and with external parties, like consultants or contractors.



## SECTION 1: FOUNDATION

Spell out your

- Vision (aspirations)
- Mission (how you'll reach those aspirations)
- Values (what traits your business will be known for)



## SECTION 2: COMPETITORS & CUSTOMERS

Identify each of these parties in clear, succinct detail.



## SECTION 3: FOCUS & DIFFERENTIATION

Describe the "great thing" that happens when a customer engages with you, your brand's traits, and who you are, relative to your competitors and customers.

## TIPS FOR BRAND BRIEF DEVELOPMENT

Each section should be less than a page long, and even more concise is better!

Revisit and revise your brand brief as your business changes and grows.